APPLICATION NO.	FILING DATE	FIRST NAMED INVENTOR	ATTORNEY DOCKET NO.	CONFIRMATION NO.
10/551,815	09/30/2005	Sang Won Yang	CU-4443 WWP	3939

26530 7590 09/12/2007	EXAMINER
LADAS & PARRY LLP	BROWN, SHEREE N
224 SOUTH MICHIGAN AVENUE	
SUITE 1600	ART UNIT / PAPER NUMBER
CHICAGO, IL 60604	2163

MAIL DATE	DELIVERY MODE
09/12/2007	PAPER

Please find below and/or attached an Office communication concerning this application or proceeding.

The time period for reply, if any, is set in the attached communication.

	Application No.	Applicant(s)
Office Action Summary	10/551,815	YANG ET AL.
	Examiner	Art Unit	
	Sheree N. Brown	2163	

-- The MAILING DATE of this communication appears on the cover sheet with the correspondence address --

Period for Reply

A SHORTENED STATUTORY PERIOD FOR REPLY IS SET TO EXPIRE <u>3</u> MONTH(S) OR THIRTY (30) DAYS, WHICHEVER IS LONGER, FROM THE MAILING DATE OF THIS COMMUNICATION.
- Extensions of time may be available under the provisions of 37 CFR 1.136(a). In no event, however, may a reply be timely filed after SIX (6) MONTHS from the mailing date of this communication.
- If NO period for reply is specified above, the maximum statutory period will apply and will expire SIX (6) MONTHS from the mailing date of this communication.
- Failure to reply within the set or extended period for reply will, by statute, cause the application to become ABANDONED (35 U.S.C. § 133).
  Any reply received by the Office later than three months after the mailing date of this communication, even if timely filed, may reduce any earned patent term adjustment. See 37 CFR 1.704(b).

Status

1)☒ Responsive to communication(s) filed on <u>03 April 2003</u>.

2a)☐ This action is **FINAL**.   2b)☒ This action is non-final.

3)☐ Since this application is in condition for allowance except for formal matters, prosecution as to the merits is closed in accordance with the practice under *Ex parte Quayle*, 1935 C.D. 11, 453 O.G. 213.

Disposition of Claims

4)☒ Claim(s) <u>1-21</u> is/are pending in the application.

    4a) Of the above claim(s) _____ is/are withdrawn from consideration.

5)☐ Claim(s) _____ is/are allowed.

6)☒ Claim(s) <u>1-21</u> is/are rejected.

7)☐ Claim(s) _____ is/are objected to.

8)☐ Claim(s) _____ are subject to restriction and/or election requirement.

Application Papers

9)☐ The specification is objected to by the Examiner.

10)☒ The drawing(s) filed on <u>4/3/03</u> is/are: a)☒ accepted or b)☐ objected to by the Examiner.

    Applicant may not request that any objection to the drawing(s) be held in abeyance. See 37 CFR 1.85(a).

    Replacement drawing sheet(s) including the correction is required if the drawing(s) is objected to. See 37 CFR 1.121(d).

11)☐ The oath or declaration is objected to by the Examiner. Note the attached Office Action or form PTO-152.

Priority under 35 U.S.C. § 119

12)☒ Acknowledgment is made of a claim for foreign priority under 35 U.S.C. § 119(a)-(d) or (f).

    a)☒ All   b)☐ Some * c)☐ None of:

        1.☒ Certified copies of the priority documents have been received.

        2.☐ Certified copies of the priority documents have been received in Application No. _____.

        3.☐ Copies of the certified copies of the priority documents have been received in this National Stage application from the International Bureau (PCT Rule 17.2(a)).

    * See the attached detailed Office action for a list of the certified copies not received.

Attachment(s)

1)☒ Notice of References Cited (PTO-892)

2)☐ Notice of Draftsperson's Patent Drawing Review (PTO-948)

3)☒ Information Disclosure Statement(s) (PTO/SB/08)
    Paper No(s)/Mail Date <u>12/23/05</u>.

4)☐ Interview Summary (PTO-413)
    Paper No(s)/Mail Date. _____ .

5)☐ Notice of Informal Patent Application

6)☐ Other: _____ .

DETAILED ACTION

1.   This communication is responsive to the Application # 10/551,815 filed on

04/03/2003.

2.   Claims 1-21 are pending and presented for examination.

3.   Claims 1, 15, 18 and 20 are independent and the remaining claims are dependent.

4.   This case has been made non-final.

Priority

5.   Receipt is acknowledged of papers submitted under 35 U.S.C. 119(a)-(d), which

papers have been placed of record in the file.

Information Disclosure Statement

6.   The information disclosure statement (IDS) submitted on 12/23/05 was filed

after the mailing date of the application filed on 04/03/2003. The submission is in

compliance with the provisions of 37 CFR 1.97. Accordingly, the examiner is

considering the information disclosure statement.

Claim Rejections - 35 USC § 112

7.   The following is a quotation of the second paragraph of 35 U.S.C. 112:

> The specification shall conclude with one or more claims particularly pointing out and distinctly
> claiming the subject matter, which the applicant regards as his invention.

8.   Claims 14, 18 and 20 rejected under 35 U.S.C. 112, second paragraph, as being

indefinite for failing to particularly point out and distinctly claim the subject matter

which applicant regards as the invention.

Claims 14 and 20 recite, "the same". There is insufficient antecedent for "the

same". Therefore, this claim is rendered as indefinite.

Claim 18 recites, "if the keyword that meets the search request is the local

keyword, identifying search items related to the local keyword and selecting a search

item related to local information matched to the local information for searching, among

the identified search items". However, it is not clear what the metes and bounds of "if

the keyword that *meets* the search request ... ". In addition, it is not clear as to *what*

happened if it doesn't meet the search request?? Therefore, this claim is rendered as

indefinite.

Claim Rejections - 35 USC § 102

9.   The following is a quotation of the appropriate paragraphs of 35 U.S.C. 102 that

form the basis for the rejections under this section made in this Office action:

> A person shall be entitled to a patent unless –
>
> (e) the invention was described in (1) an application for patent, published under section 122(b), by another filed in the United States before the invention by the applicant for patent or (2) a patent granted on an application for patent by another filed in the United States before the invention by the applicant for patent, except that an international application filed under the treaty defined in section 351(a) shall have the effects for purposes of this subsection of an application filed in the United States only if the international application designated the United States and was published under Article 21(2) of such treaty in the English language.

10.   Claims 1-21 are rejected under 35 U.S.C. 102(e) as being anticipated by US Patent

6,735,572 to Landesmann.

Claim 1:

Landesmann teaches a method for providing local information search results in

response to a search request input through a communication network by a searcher [See

Abstract &], the method comprising the steps of:

- maintaining local information for searching related to the searcher [See Figure

    3A, Item 314 & Column 13, Lines 60-67 & Column 14, Lines 1-20];

- maintaining a database including a plurality of search items related to a

    network information provider, in which the search items are related to a

    keyword and local information related to the network information provider

    [(i.e. search criteria) See Figure 3A, Item 320 & Column 20, Lines 7-45];

- receiving a search request from the searcher [See Column 5, Lines 42-47];

- identifying at least more than one search item related to the keyword that

    meets the search request and selecting a search item related to local

    information matched to the local information for searching, among the

    identified search items [See Figure 3A, Item 320 & Column 20, Lines 7-45];

- and arranging at least a part of the search items according to a predetermined

    search item arranging method in arranging the selected search items [(i.e.

    Sequence of item of content" See Figure 6, Item 620 & column 5, Lines 54-65].

Claim 2:

Landesmann teaches wherein the step of arranging at least a part of the search items

according to the predetermined search item arranging method comprises the step of

arranging the selected search item preferentially [See Figure 6, Item 620 & column 5,

Lines 54-65].

Claim 3:

Landesmann teaches wherein the local information matched to the

local information for searching comprises local information that is in agreement with

the local information for searching or local information that is closely related to the

local information for searching [See Figure 3A, Item 320 & Column 20, Lines 7-45].

Claim 4:

Landesmann teaches wherein the step of arranging at least a part of

the search items according to the predetermined search item arranging method, is to

preferentially arrange the search item related to the local information that is in

agreement with the local information for searching and subsequently arrange the search

item related to the local information closely related to the local information for

searching See Figure 6, Item 620 & column 5, Lines 54-65].

Claim 5:

Landesmann teaches wherein the step of maintaining the local information for

searching related to the searcher comprises the step of storing the local

information for searching as search configuration setting information of the searcher,

and the step of receiving the search request from the searcher comprises the step of

obtaining the local information for searching from the stored search configuration

setting information [See Figure 3A, Item 314 & Column 13, Lines 60-67 & Column 14,

Lines 1-20];

Claim 6:

Landesmann teaches wherein the step of storing the information as

the search configuration setting information of the searcher and the step of receiving the

search request from the searcher comprise a log-in procedure by the searcher [See

Column 15, Lines 15-20].

Claim 7:

Landesmann teaches wherein the step of maintaining the local information for

searching related to the searcher comprises the step of storing the local

information for searching received from the searcher, in form of a cookie file at a

searcher's terminal, and the step of receiving the search request from the searcher

comprises the step of accessing to the cookie file and obtaining the local information for

searching [See Figure 5, Item 540].

Claim 8:

Landesmann teaches wherein the step of maintaining the local information for

searching related to the searcher comprises the step of installing a client program at a

searcher's terminal, and the step of receiving the search request from the searcher

comprises the step of receiving the local information for searching using the

client program installed in the searcher's terminal [See Column 30, Lines 20-30].

Claim 9:

Landesmann teaches wherein the step of maintaining the database includes the step of

receiving local information related to the network information provider from the

network information provider [See Figure 1, Item 20 & Column 12, Lines 47-67].

Claim 10:

Landesmann teaches wherein the step of maintaining the database includes the step of

extracting local information related to the network information provider from a website

of the network information provider [See Figure 1, Item 20, Figure 3A, Item 320 &

Column 12, Lines 47-67 & Column 20, Lines 7-45].

Claim 11:

Landesmann teaches wherein the step of maintaining the database includes the step of

extracting local information related to the network information provider from

configuration setting information of the network information provider [See Figure 1,

Item 20, Figure 3A, Item 320 & Column 12, Lines 47-67 & Column 20, Lines 7-45].

Claim 12:

Landesmann teaches wherein the step of extracting the local information related to the

network information provider comprises the steps of:

- maintaining a telephone exchange number and local information regarding

   the telephone exchange number, for a telephone number database [See

   Column 11, Lines 54-67];

- obtaining information of the telephone exchange number, in which the

configuration setting information includes the telephone exchange number of

the network information provider [See Column 11, Lines 54-67];

- and identifying local information that is in agreement with information of the

telephone exchange number of the network information provider with

reference to the telephone number database [See Column 11, Lines 54-67].

Claim 13:

Landesmann teaches wherein the predetermined search item arranging [(i.e. Sequence

of item of content" See Figure 6, Item 620 & column 5, Lines 54-65] method is one

among a keyword banner, knowledge search results, a sponsor link, a category, and a

plus site [Column 5, Lines 54-65 & Column 6, Lines 8-18 & Column 19, Lines 50-60].

Claim 14:

Landesmann teaches wherein the step of maintaining the database includes the step of

receiving network information from the network information provider to register the

same at a database, and relating the registered network information to a plurality of the

search items [See Figure 1, Item 20 & Column 12, Lines 47-67].

Claim 15:

- Claim 15 is similar to claim 1 and is therefore rejected on the same basis as

claim 1.

Claim 16:

Landesmann teaches further comprising the steps of: determining

a predetermined advertisement charge for the local advertisement, wherein the

advertisement charge is differently determined depending on the local information

related to the local advertisement [See Figure 12, Item(s) 1210, 1220 & 1230 and Column

31. Lines 50-67 & Column 32, Lines 5-67 & Column 33, Lines 10-35].

Claim 17:

Landesmann teaches further comprising the steps of: determining a predetermined

advertisement charge for the local advertisement, wherein the advertisement charge is

determined with consideration of frequency of page view or reference of the selected

search item [See Figure 12, Item(s) 1210, 1220 & 1230 and Column 31. Lines 50-67 &

Column 32, Lines 5-67 & Column 33, Lines 10-35].

Claim 18:

- Claim 18 is similar to claim 1 and is therefore rejected on the same basis as

  claim 1.

Claim 19:

Landesmann teaches wherein the local keyword is differently selected depending on

region with consideration of characteristics of the region [("geographical regions") See

Column 13, Lines 30-45].

Claim 20:

- Claim 20 is similar to claim 1 and is therefore rejected on the same basis as

  claim 1.

Claim 21:

Landesmann teaches a computer-readable recording medium, in which a program for

implementing a method according to any of the preceding claims 1 through 19 in a

computer, is recorded [See Figure 2, Item 32].

Conclusion

11.   Any inquiry concerning this communication or earlier communications from the examiner should be directed to Sheree N. Brown whose telephone number is (571) 272-4229. The examiner can normally be reached on Monday-Friday 7:00 AM - 3:30 PM.

If attempts to reach the examiner by telephone are unsuccessful, the examiner's supervisor, Don Wong can be reached on (571) 272-1834. The fax phone number for the organization where this application or proceeding is assigned is 571-273-8300.

12.   Information regarding the status of an application may be obtained from the Patent Application Information Retrieval (PAIR) system. Status information for published applications may be obtained from either Private PAIR or Public PAIR. Status information for unpublished applications is available through Private PAIR only. For more information about the PAIR system, see http://pair-direct.uspto.gov. Should you have questions on access to the Private PAIR system, contact the Electronic Business Center (EBC) at 866-217-9197 (toll-free). If you would like assistance from a USPTO Customer Service Representative or access to the automated information system, call 800-786-9199 (IN USA OR CANADA) or 571-272-1000.

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August 27, 2007

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PRIMARY EXAMINER